

King County
Quit Line Data Summary
July 1 - September 30, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 453	N = 2,935
Percent of Statewide Calls	18.6%	100.0%
Percent of State Population in County¹	29.5%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 451	N = 2,565
Female	58.5%	63.8%
Male	41.5%	36.2%
Race/Ethnicity	N = 395	N = 2,185
People of Color	18.5%	13.0%
White	81.5%	87.0%
Age	N = 416	N = 2,379
Less than 18 years old	1.0%	1.7%
18 - 24 years old	17.1%	15.7%
25 - 34 years old	27.2%	23.3%
35 - 44 years old	28.1%	26.0%
45 years and older	26.7%	33.2%
Education	N = 411	N = 2,267
Did not graduate high school	16.1%	19.5%
High school graduate	27.7%	33.3%
Some college/vocational school	36.7%	35.3%
College graduate	19.5%	11.9%
Caller Type	N = 453	N = 2,685
General Information	5.5%	10.5%
Health care provider	5.1%	3.2%
Tobacco user	89.4%	86.3%
Payer Type	N = 299	N = 1,774
Insured	33.4%	29.4%
Uninsured	34.4%	30.4%
Medicaid	32.1%	40.2%
Heard About	N = 395	N = 2,220
Past caller	15.4%	14.0%
Employer/worksites	0.5%	1.1%
Health care provider	25.3%	29.8%
Television	15.9%	13.7%
Outdoor advertisement (billboard/bus/wall)	9.6%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	2.0%	1.1%
Newspaper/Magazine	0.5%	0.5%
Brochure/Newsletter	3.8%	5.6%
Family or friend	22.0%	24.7%
Health Department	3.0%	4.1%
School	1.8%	0.6%